

Anchorage Economic Development Corporation (AEDC)

Web page: <http://www.aedcweb.com/>

AEDC Strategic Direction

VISION FOR ANCHORAGE'S ECONOMIC FUTURE

A vibrant community that:

- Maintains its high quality of life
- Puts a high value on an educated work force
- Fosters a positive business environment
- Promotes the establishment of new businesses
- Supports existing businesses, encouraging them to grow and prosper

A growing, increasingly diverse economy that provides rewarding economic opportunities to its residents and offers inspiring employment options to retain its young talent.

AEDC VISION

AEDC is a catalyst for facilitating diversified economic development and a champion for Anchorage's economic growth.

SLOGAN

“Anchorage--Crossroads to the World”

VALUES

Ethical, Responsive, Credible, Collaborative, Entrepreneurial & Effective

PRIORITY STRATEGIES

1. Execute a well-organized plan to encourage expansion of existing businesses.
2. Implement a strategic marketing plan focused on attracting new businesses in select industries with the most potential for leveraging growth, incorporating a network of Anchorage business leaders who can help build relationships with others in related industry sectors.
3. Provide Anchorage economic development data and information to businesses.
4. Align with other appropriate organizations in Anchorage to prevent duplication of efforts and to communicate and market a common vision for economic development and growth.
5. Communicate the direction of AEDC to all members and better align them to AEDC efforts, ensuring they see positive contributions and value for their investment in AEDC.

6. Oversee management of financial and personnel resources, ensuring resources are allocated properly to achieve the strategies above in a positive team environment.

Periodically, we will evaluate our strategic priorities in order to keep pace with the needs of the community and the changing global economy.

Major Marketing and Business Development Focus for New and Existing Businesses:

1. Aggressively seek out and pursue opportunities with new and existing businesses in air cargo and military & commercial global logistics, light manufacturing & military support functions.
2. Build on strengths in the tourism and convention and oil and gas industries.
3. Identify and evaluate potential business opportunities that could be available with increased natural gas supplies.
4. Research opportunities and develop strategies for expanding the high-tech and telecommunications sectors.
5. Promote, advocate and facilitate efforts that strengthen our competitive position in the global economy.
6. Work with existing businesses to identify opportunities and to expand the current economic base.
7. Provide assistance to existing businesses in implementing major economic development projects.